

## Message Text

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PAGE 01 STATE 043737  
ORIGIN EB-08

INFO OCT-01 ARA-06 ISO-00 /015 R

DRAFTED BY EB/OCA/CM/JJREILLY  
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ARA/AND/TSONANDRES  
-----281817 074277 /47  
R 281506Z FEB 77  
FM SECSTATE WASHDC  
TO AMEMBASSY CARACAS

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E.O. 11652: N.A.

TAGS: BTRA, BEXP

SUBJECT: BUSINESS TRAVEL: ROBERT DAVIS, PRESIDENT,  
CHAMPION INTERNATIONAL CORPORATION

1. ROBERT DAVIS, PRESIDENT, WORLD TRADE DIVISION, CHAMPION INTERNATIONAL CORPORATION, 245 PARK AVENUE, N.Y., N.Y., 10007 HAS INFORMED DEPARTMENT HE WILL VISIT EMBASSY MARCH 2 FOR ASSISTANCE IN IDENTIFYING PROSPECTIVE NEW AGENTS OR DISTRIBUTORS FOR HIS COMPANY'S PRODUCTS.

2. CHAMPION IS MAJOR FOREST PRODUCTS COMPANY WITH ANNUAL SALES OF APPROXIMATELY 3 BILLION DOLLARS, HALF OF WHICH IS IN PAPER, REMAINDER IN PLYWOOD AND OTHER LUMBER PRODUCTS. DAVIS REPORTS COMPANY WAS RECENTLY RANKED NUMBER 70 IN FORTUNE 500 LIST.

3. CHAMPION IS PRESENTLY REPRESENTED IN VENEZUELA BY RERO, APARTADO 3150, CARACAS. CHAMPION'S RELATIONSHIP WITH RERO IS LESS THAN SATISFACTORY TO U.S. COMPANY. FORMERLY, RERO  
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SOLD CHAMPION'S EXPORTS FROM U.S., AS WELL AS EXPORTS FROM CHAMPION'S WHOLLY-OWNED SUBSIDIARY IN SWEDEN, CHAMPION PAPERS A.B. NOW, HOWEVER, RERO NO LONGER SELLS EXPORTS FROM SWEDISH SUBSIDIARY. CHAMPION IS UNHAPPY ABOUT THIS

DEVELOPMENT AND BELIEVES CARACAS FIRM SHOULD BE SELLING HIGHER VOLUME OF CHAMPION EXPORTS FROM THE U.S. THUS,

AMERICAN COMPANY IS CONTEMPLATING TERMINATION OF ITS  
ARRANGEMENT WITH RERO AND APPOINTMENT OF NEW AGENT OR  
DISTRIBUTOR.

4. PRODUCT LINES INVOLVED ARE:

(A) FINE PAPERS, I.E., PRINTING AND WRITING PAPERS WHICH  
ARE SOLD TO MANUFACTURERS OF BUSINESS FORMS;

(B) BUSINESS PAPERS, WHICH ARE SOLD TO MANUFACTURERS OF  
BUSINESS FORMS;

(C) PAPERBOARD (CARDBOARD) WHICH IS SOLD TO MANUFACTURERS  
OF FOLDING BOXES AND CONTAINERS (SUCH AS MILK CARTONS,  
FROZEN FOODS CONTAINERS, COSMETICS BOXES); AND LAST IN  
IMPORTANCE,

(D) WOOD PULP, WHICH IS SOLD TO PAPER MANUFACTURERS.

5. ACTION REQUESTED:

DAVIS WOULD APPRECIATE EMBASSY'S ASSISTANCE IN IDENTIFYING  
SUITABLE PROSPECTIVE AGENTS OR DISTRIBUTORS FOR HIS  
COMPANY'S PRODUCT LINES. SPECIFICALLY, HE WOULD LIKE TO  
OBTAIN UPON ARRIVAL AT EMBASSY A LIST OF PROSPECTIVE AGENTS  
OR DISTRIBUTORS. HE WOULD ALSO LIKE TO REVIEW AVAILABLE  
WORLD TRADERS DATA REPORTS ON LISTED FIRMS. DAVIS HAS NOT  
INFORMED RERO OF PURPOSE OF HIS VISIT TO EMBASSY, AND HE  
HAS ASKED THAT THIS REQUEST BE KEPT CONFIDENTIAL.  
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## Message Attributes

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**TAGS:** BTRA, BEXP  
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**Review Markings:**  
Margaret P. Grafeld  
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22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009